

Boyer, Alden Scott

November 17, 1927

[Boyer International
Laboratories]

Paris - Nov 17 27

Dear Henry.

I hadent forgotten
your check but I
just hadent got to
it -

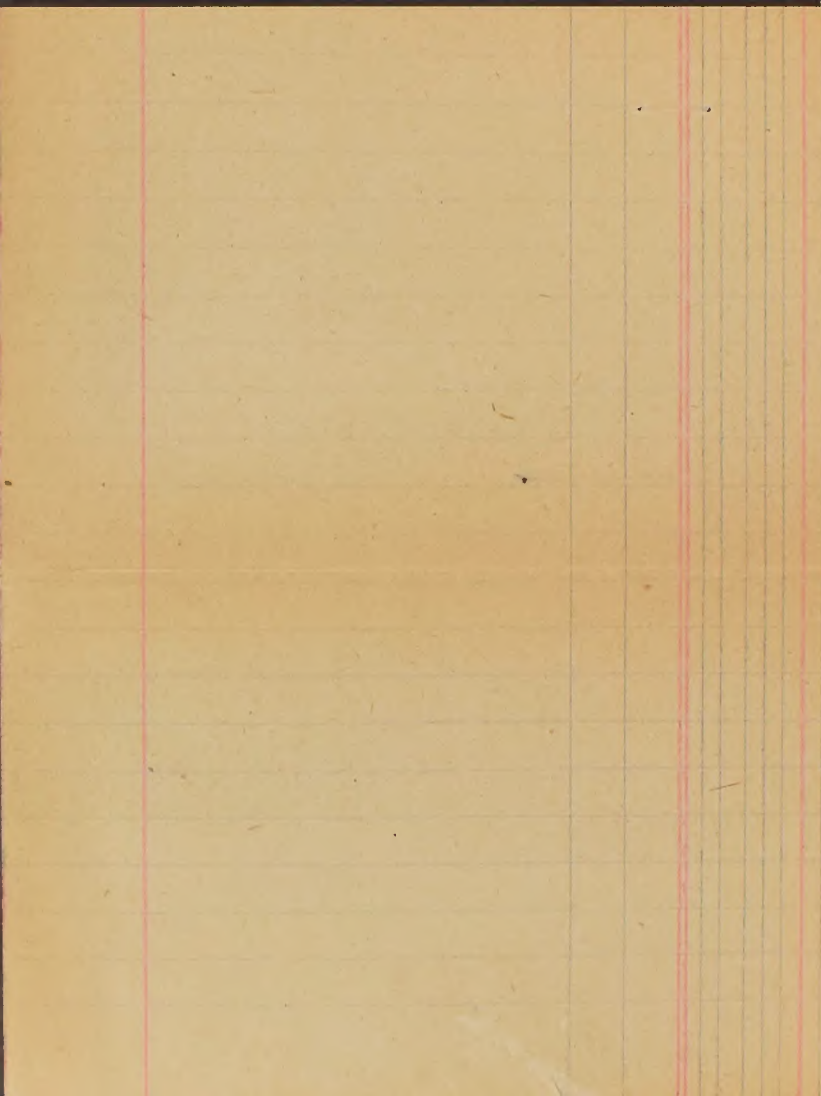
I am going into
my new factory here
this month - It has
been a big job. but
it is a beauty

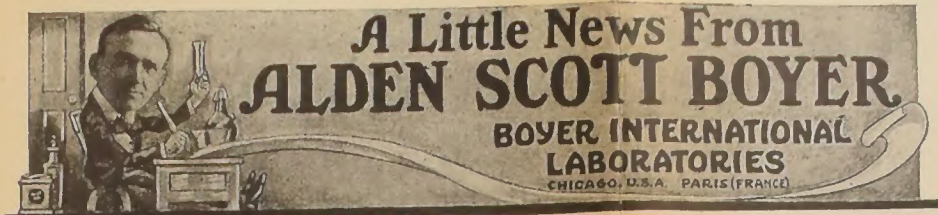
My Best Wishes to you

Boyer

As I wrote you
I am paying you \$1.25 for
the Cleopatra Coin

B





Office of the Continental Division :

15, RUE ROYALE

PARIS FRANCE

Somewhere in China the laws of hospitality demand that the Chinaman greet his guest, "This humble house is yours. Make yourself at home; I'll go pitch myself a tent in the fields." Of course the guest promptly replies, "But, noble sir, I couldn't think of putting you to any trouble. Let me sleep in your honorable pig pen, I pray you." Eventually the visitor is shown to the spare guest room, as it has been intended all along.

Now, Paris is no Chinaman, but when she says, "Welcome. The city is yours," she means it.

Every summer we have over here in Paris—thousands—yes, actually thousands of visitors from all over the world. We have North Americans from the United States, Canada and Mexico. We have South Americans from Brazil, the Argentine, and sister states.

We have both light and dark skinned people from Africa, natives from India, and Senegalese from Senegal. Truly, there is no country in the world whose people do not come to Paris each year—usually in the summer.

Last summer the British government brought six high priests from Thibet on a visit to Paris and London in appreciation of the services they had rendered to a British geographical expedition near Mount Everest in Thibet. I happened to be at the Station when they arrived, as I always have been curious about the inhabitants of Thibet, the least known country in the world. It is from there that we get the true "Musk" which we use as a fixative in the expensive perfumes we make.

When the sextette alighted at the station they said something that sounded like, "Yocus Hozit Hocus Wampus," which I interpreted to mean, "So this is Paris."

As I sat on the terrace (outside sidewalk cafe) of the Cafe de La Paix the other evening with Mrs. Boyer watching the different people, I remarked, "If one would sit here every day in the year for two years he would see the notables of the world pass by." The reason for such a statement is because the real notables of the world, under normal conditions, are said to visit Paris at least once in two years. No matter who they are; young, old, rich or famous, they certainly walk by the Cafe de La Paix from one to one hundred times during their stay in Paris.

This May in Paris I have seen more Americans here than I ever remember of having seen before, so early. Of course the first great event of an American's stay in Paris is to join the I. B. F. Society. This is accomplished very easily at any of the well known "American Bars" in Paris. The "Keep" on hearing of the new arrival of a customer in the country, pins on the Emblem Pin and passes on the handshake characteristic to the Fraternity and the Society of International Bar Flies has a new member.

Recently at a dinner over at Father Louis' restaurant on Boule Rouge I heard an unusual bit of reasoning. Two Frenchmen had each ordered a fish as the preliminary to their dinner. When the double portion arrived on a single platter I perceived an interesting situation, as one of the fish had lived a far more prosperous life than the other and was considerably larger. One Frenchman gazed at the ex-prosperous fish and gleefully speared it with his fork. The other frowned reproach. "Eh, bien, is that politeness?" he complained, "You who serve yourself first, take the larger fish." The first looked up in mild astonishment. "And which one would you take if you were given the choice?" he inquired. "The small one, certainly," snorted the other. "Eh, voilà!" exclaimed the first, pointing to the remaining fish, "There is the one you wanted."

The other day I went to the Bon Marche Department Store to get myself a large magnifying shaving mirror, such as the St. Gobain factory is famous for in France. The mirror was a big one but the price was only 87 francs (about 3 dollars). I wondered how it could be so cheap. As I looked at the mirror I noticed its beautiful finish, the fine polish of the curved glass on the magnifying side of it and the perfect reflection of the flat solid plate glass on the other side. I wondered if many people who buy St. Gobain Mirrors all over the world realize or know of the long history of the French Plate Glass Factory from which the mirror came.

The St. Gobain Factory here in France is 250 years old. Originally the glass makers were brought from Venice by Louis XIVth in 1665 to make the mirrors. By 1700 the mirrors were the largest, the finest, and the cheapest in Europe. Up to this time Venice controlled the glass making of the world. Large mirrors at that time costing the equal of \$100 in Venice, London, Vienna or Berlin only cost \$25 in Paris, where a thousand workers in the St. Gobain Factory made the French Plate Glass that became famous around the world then, as it still remains today.

Speaking of shaving; here in France a shave at a Barber Shop costs 7 cents to which must be added the customary 2 cent tip. A hair cut for men is 16 cents. A "Bob" costs the same. A Marcel wave ("ondulation") costs 30 cents. From what I know of American prices, you'd better come on over here and save money.

Bread is 4 cents a pound; bus fares are 2 cents; the train fare from Paris out to Vanves where our Laboratories are located is 3 cents, or a Taxi will take you out for 65 cents. Oranges cost 7 cents per pound, Mrs. Boyer and I stopped in a restaurant tonight for our dinner and our total bill was 15 francs (50 cents). Meat is rather high, lamb chops costing 35 cents per pound. Wages vary. Expert stenographers get about 27 dollars a month. Drug clerks "pull down" about \$30 a month, but Laboratory Chemists are worse off than the drug clerks, unless they are well experienced. Carpenters, plumbers, and plasterers get \$1.65 per day. Rents are reasonable. Taxes are terrible and are assessed at 7 times one's house rent. Everything is taxed. Even if one puts up a sign in the window, saying "Boy Wanted," a 1-cent tax stamp must be placed on it.

Take a peek of potatoes, for instance. The farmer who raises them pays a tax of One and Two-tenths Per Cent to the Government when he sells them. The Wholesaler ships them to Paris and sells them to the Storekeeper, who in turn has to pay the same Sales Tax that the farmer paid and when the Storekeeper sells them to you he also has to "kick in" to the Government, making a total of about 4 Per Cent that the Government collects on each peck of potatoes. This Sales Tax applies not only to potatoes but to everything else as well: Ladies' Hats, Auto Tires, Shoes, Spring Coats, Hair Bobs, Shaves, or a Cup of

THE BOYER INTERNATIONAL LABORATORIES

CONTINENTAL DIVISION



WHOLESALE MANUFACTURERS OF
PARIS - PARFUMS
 FACE POWDERS - FACE CREAMS AND
THE FRENCH BEAUTY PREPARATIONS
 ORIGINATED BY
BOYER THE SOCIETY PARFUMEUR
 15, Rue Royale
- PARIS -

SPECIAL MANUFACTURERS
 FOR THE WHOLESALE TRADE

Parfums and Special
 Preparations put up for
 Customers, with their own
 name, brand and address
 on the label

TEXT

AMERICAN DIVISION
 940 North Clark St.
 CHICAGO - U.S.A.
 2700 Wabash Ave.

Paris (FRANCE)

LE

- 3 -

Coffee. All have to help pay for the War. De Luxe articles such as Jewelry, Perfumes, Furs, etc., pay Ten Per Cent on each sale.

This year we have had a beautiful spring here in Paris. The second crop of flowers are now in full bloom along the Boulevards. The apple and cherry blossom time has come and gone. Our last winter was quite cold and unlike the usual winter time in Paris, when usually the Grass is always green and the temperature seldom gets under 39 degrees. Snow and frost are rare in Paris, but this last winter we had a little frost.

The Rue Royale, where our City Establishment is located, is in the center of the Fashion Section, Jeanne Lanvin is just around the corner from us and I see her often on the street. What woman in America has not dreamed of a dress from Lanvin---her reputation has gone around the world. Her prices are in proportion to her reputation.

However many are mistaken about the prices of dresses here in Paris. Many an American stenographer pays more for a ready-made dress than Lanvin, Poiret or Paquin will charge her for one made-to-measure.

In popularity at the Ritz, the Continental and the Claridge Hotels, gowns of Black, and Black-and-White, seem to be in the greatest prominence. I saw a new and striking "Black-Red" creation at the Continental recently which I understand came from Chanel's. The shade is almost like the inside of a black cherry.

There are 200 large dressmaking establishments in Paris. These employ 300,000 people. Then there are also thousands of little copying concerns who steal the designs of the great dressmakers. Then, besides, there are about 80,000 home dressmakers who have their own private customers, and who charge from 6 to 8 dollars for making dresses. They are usually graduates from the workrooms of the larger, prominent Houses.

No Paris dressmaker is ranked as first class who does not turn out at least 300 new models each year and the average is closer to 500. Madame Lanvin's business is so large that she turns out a thousand, and so does Jean Patou who deliberately overcreates in order that he may discard 200 models and save only the "Star" gowns of his inspiration.

Recently several well known Paris firms have moved from locations that they have occupied for years. The Rue de La Paix Establishment that Guerlain the Parfumeur, occupied for over 50 years is now the Paris Establishment of Arthur Dunhill, of London, famous for pipes. Guerlain was the creator of Jicky Parfum. Cook's famous Tourist Agency on the Place of the Opera is now closed and they have moved down the street into another location.

The streets of Paris are becoming more and more filled with autos and vehicles. The Paris Taxi Chauffeurs, as always, are the fastest and most skillful in the world. If Americans were to drive at such a speed in, around, and through traffic as dense and mixed up as that of Paris, the sidewalks of the Rue Royale would be strewn with wrecks. The Paris chauffeur is as cool as ice at his wheel. He sees and acts at the same time but never thinks at all. Most visitors who ride in Paris Taxicabs sit with their hearts in their mouths practically all of the time, but there is seldom, however, an accident. We have fewer accidents in the whole of Paris with its 3 million people than they do in Cincinnati, Ohio.

Have you ever heard that, over here in FRANCE besides Paris, we have another City which is called "The City of Perfumes." This City is Grasse. It is located down among the rose gardens and olive trees in the South of France near the Mediterranean Sea. It was here that I received my schooling in the perfume business, the technical side of which is the most difficult, and least known business in the world. Nothing else can be compared with it.

All of the expensive Essential and Perfume Oils that we use in our business come from Grasse.

The gradual accumulation of wealth by the inhabitants of Grasse over the past 150 years, obtained from selling the expensive perfume oils, extracted from the flowers there, has made Grasse the richest City per population in France. The reason for this is due to the fact that Grasse is located in the one spot on the earth where the soil is just right---where the rain is just right---and where the air and sunshine are just right to cause Roses, Carnations, Violets, and other flowers to grow and bloom in such profusion and with such volumes of perfume that this perfume can be actually extracted from the flowers and converted into the precious flower oils. These are sold to perfumers all over the world. As is natural, the French Perfumers in Paris get the first choice and the finest qualities of the oils and the rest of the Perfumers of the world take what is left. This is no doubt one of the reasons why French Perfumes are the best.

Can you imagine 4,000,000 pounds of roses with fragrance such as is known only to roses which grow in Grasse---well---it takes 30 of these precious roses to make one single drop of the absolute rose perfume oil. (Attar of Roses.) With this information before you, perhaps you can understand why fine perfumes are so expensive.

If you plan on a visit to Paris, be sure to let me know. If any of your friends should be coming to Paris be sure to give them a letter of introduction and I will try to do all I can for them while they are here.

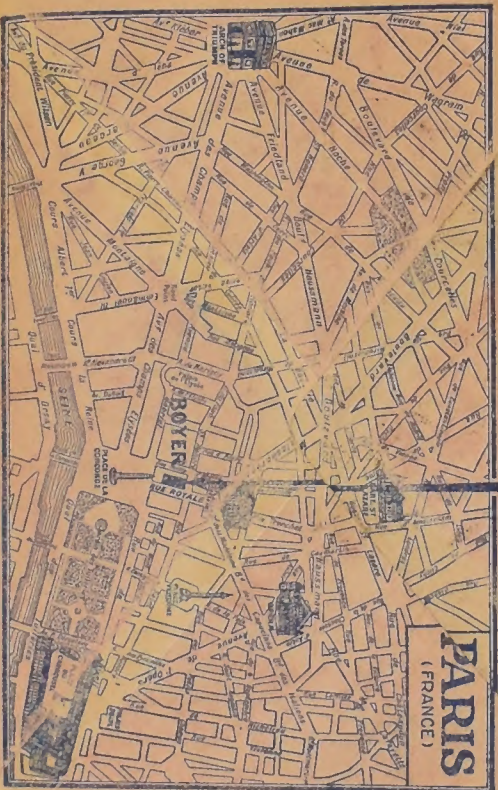
I send my best wishes to you.

Sincerely yours,

Alden Scott Boyer.

President.

*This shows our location in Paris — on Rue Royale.
 This ultra fashionable Street is known around the world, it lines
 the Grand Boulevards of Paris with the most beautiful boulevard in
 the world — The Ave Champs-Élysées.
 Our establishment at No 15, is near the Madeleine, in the center
 of Paris (and a few doors from Maxims Restaurant).*



*Boyer
 46.
 Chua*



PRIVATE LABEL
M^{rs} CHEMISTS & PERFUMERS
FOR THE WHOLESALE TRADE
15, RUE ROYALE
PARIS (FRANCE)

MAIL FOR
UNITED STATES

POSTE POUR
ÉTATS-UNIS



POUR

Henry Chapman

323

po 16th St

Phila

Pa

Via S.S. MAIL VIA

ILL

le 19 NOV. 1927

CUNARD LINE